



# **MASTER FINANCIAL CONTROLLER™**

Certified by the **International Academy of Business And Financial Management (IABFM)**.

Recognised as one of the leading professional education  
and certification providers in the world.

## **Course Overview**

This programme is designed for people who have an understanding of the accounting processes. It assumes that there is this level of knowledge and provides new insights into the accounting and financial decision making processes.

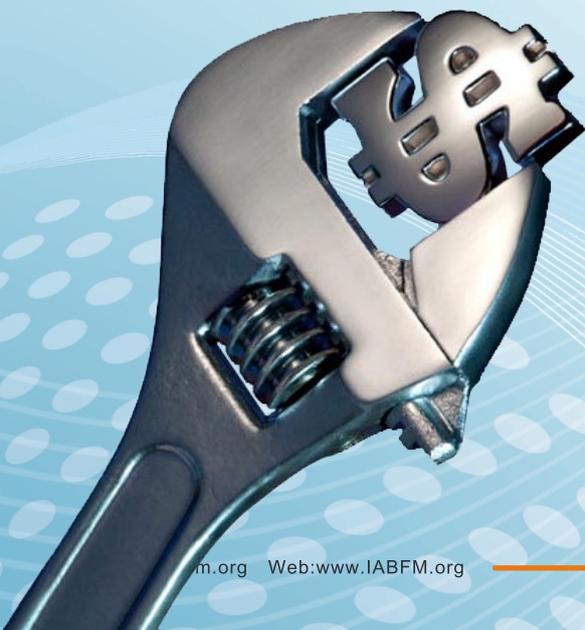
### **Benefits Of Attending:**

By the end of this programme you will be able to:

- » **Develop** strategic decision models to improve your financial management
- » **Identify** and forecast key value drivers and link them to financial strategy
- » **Leverage** your organisation's financial position for maximum corporate gain
- » **Implement** successful strategies to undertake the financial controllership process within your organization
- » **Drive** financial decision-making within your firm

## **Programme Objectives**

You will analyse case studies individually and in group discussions. Debate and interactive discussions are integral parts of the case study experience. Furthermore, you will benefit from the extensive experience of your course leader, Geoffrey Barring, CEO, International Institute Of Technology.



## Course Certification

All delegates will receive a Master Financial Controller certificate awarded by the IABFM. For those wishing to obtain certification, a minimum of 24 hours of teaching is required with active participation in group and individual exercises during the course.

### Who Should Attend?

This programme is designed for people who have an understanding of the accounting processes. It assumes that there is this level of knowledge and provides new insights into the accounting and financial decision making processes.

- » Finance Managers/Directors
- » Financial Analysts
- » Financial Controllers
- » Financial Accounts Managers
- » Heads of Finance Department
- » Credit Controllers
- » Corporate Financiers
- » Credit Risk Managers
- » Financial Advisors
- » Plus anyone who works within the finance function and is interested in updating themselves on current developments in financial decision making and strategic planning.



### IABFM added benefits

- » The ability to use the designation MFC on your business card and resume
- » Up to 18 month membership to the IABFM professional body
- » Access to the IABFM risk management network and body of information online
- » Being taught by a leading finance expert from the American Academy of Financial Management
- » Membership to the only professional body recognized by the AACSB, the world's leading collection of business schools.
- » Qualification for entry into the IABFM Master Financial Professional programme
- » Access to the IABFM international journal published online
- » Gold Embossed Certificated with your name and designation

## Program Content

### Day One

#### **Nature And Objectives Of External Financial Reporting**

- The objective of financial reporting
- The regulatory environment
- Strategic role of financial information

#### **Where Has The Profession Gone Astray?**

- A look at the Enron disaster
- Its short term ramifications and reactions
- Its long term implications

#### **Reporting Mechanisms And The Operation Of The Financial Markets**

- Types of reports
- The relationship between the major financial statements
- The annual report - a more detailed analysis
- Manipulation of accounting reports– creative accounting
- Overview of the financial markets

### Day Two

#### **New Developments In Financial Reporting**

- Triple bottom line reporting
- Why is it used and what is the use to stakeholders?

#### **The Changing International Scene In Financial Reporting**

- International accounting standards
- What is the impact geographically throughout the world?

#### **Recent Changes To The International Standards**

- This session provides an update on the introduction of new standards
- What are the recent changes to the standards?
- What impact are they going to have on the profession?

### MFC™ Examination

Only those who successfully complete the examination and participate effectively in the course case studies will receive the Certificate of

### MASTER FINANCIAL CONTROLLER

### Day Three

#### **Cash Flow Statement, Cash Management And Working Capital**

- Structure and purpose of the cash flow statement
- Liquidity and solvency issues
- Effective cash management
- Optimising the investment in working capital
- New emphases on cash, e.g. free cash flow

#### **Financial Statement Analysis**

*This session looks at the methods that are used for measuring financial performance of companies. It looks at the traditional measures of analysis and then extends the analysis to include issues such as measuring cash flow.*

- Risk analysis
- Common size financial statements
- Horizontal analysis
- Trend analysis
- Ratio analysis

### Day Four

#### **Alternative Ways Of Assessing Company Performance And Viability**

- Different methods of predicting corporate failure, including the Altman Z Score and Argenti models
- Use of free cash flow as a measure of corporate efficiency
- Looking at the sustainability of organisations to maintain their growth

#### **Business Valuation**

- A look at valuation approach and methodology
- Why value a company?
- What are the methods used?

### Day Five

#### **Measuring And Managing Intellectual Capital And Intangible Assets**

- Sunrise in the new economy – a look at value shift
- Identifying intangible assets/ intellectual capital
- The valuation proposition – why valuation is important
- Capital market effects of valuation
- Approaches to valuation
- Evidence in practice – companies that are measuring and reporting intellectual capital – how, why and the benefits conferred